

1999

BLIG Fall Program on Business Web Page Design

Andrée Rathemacher

University of Rhode Island, andree@uri.edu

Colleen Anderson

Bryant College

Follow this and additional works at: http://digitalcommons.uri.edu/lib_ts_pubs

 Part of the [Library and Information Science Commons](#)

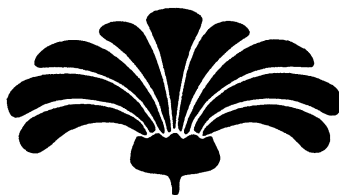
Terms of Use

All rights reserved under copyright.

Citation/Publisher Attribution

Rathemacher, Andrée and Colleen Anderson. "BLIG Fall Program on Business Web Page Design." *ACRL New England Chapter News* no. 86 (Winter 1999): 3.

This Article is brought to you for free and open access by the Technical Services at DigitalCommons@URI. It has been accepted for inclusion in Technical Services Department Faculty Publications by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.



ACRL/NEC News Goes on the Web

A Message From the Editor

For some time the board of ACRL/NEC has been interested in making the chapter's newsletter, *ACRL/NEC News*, available as an electronic publication. We have finally been able to achieve that goal. I am writing to let you know that this issue of the *ACRL/NEC News* is now online at the chapter's Web site, as is a previous issue, number 85, Fall, 1998. It is gratifying to see the *ACRL/NEC News* join *Chapter Notes*, the *Calendar of Events*, and other resources at the Web site. Henceforth, Web editions of the *News* will appear regularly. When the chapter's listserv is activated, email messages will notify members that a new issue is available at the Web site. The address is <http://www.conncoll.edu/acrlnec/>.

The online edition of the *News* is still a work in progress. Expect changes as we continue to explore new possibilities for the format, appearance, and content of the Web edition. Even at this stage, though, some of the advantages of electronic publication are evident. Foremost is the possibility for increased timeliness in making information available. I am also excited by the opportunities to enhance content through hypertext links to program materials, contact persons, and other resources. Finally, it appears that a Web edition of the *News* will prove much less costly to produce.

Many of you are probably anticipating my next point. Given the advantages of electronic publication, should the chapter discontinue publication of the print edition of the *News*? In seeking the development of an electronic version of the newsletter, the board has been motivated by two intractable problems—timeliness and expense. Bulk mailing can be maddeningly slow. And not surprisingly, the costs of postage, paper, and printing represent a significant portion of the chapter's annual budget. Yet the *News* does not generate any revenue (we are precluded from advertising, for example, by postal regulations for nonprofit organizations).

Along with enthusiasm for the advantages of electronic publication, there is also concern. In particular, the board is especially concerned about members' capability to have electronic access. Although access to both email and the Web is presumably widespread, we don't know that all members do in fact have such access. Discontinuation of the print edition would mean that members lacking Web access would be left without the newsletter. The *ACRL/NEC News* is a benefit of membership, and it is the one benefit the chapter produces for all the members. Therefore, if you are concerned about your ability to receive email or have access to *ACRL/NEC News* on the Web, I would like to hear from you. Please email me at mbartley@wellesley.edu or write to me at my campus address, Wellesley College Library, 106 Central Street, Wellesley, MA 02481-8275. Your concerns and comments will be important to the board as it explores avenues for disseminating the newsletter.

—Maggie Bartley
Editor, *ACRL/NEC News*

SAVE THE DATE ACRL/NEC SPRING CONFERENCE

"MARKETING FOR THE MILLENNIUM:
THE UCONN EXPERIENCE"

March 19, 1999

University of Connecticut
Storrs, CT

For information, contact:
Laura Walters, Tufts University
lwalters@infonet.tufts.edu

ACRL/NEC LISTSERV

The chapter will be launching a listserv for the membership to announce events of interest. The Publicity Committee, Sarah Wenzel and Marilyn Steinberg, are soliciting email addresses from those interested in joining. If you filled out a form at the Fall Conference at Holy Cross College, there is NO need to send another. However, if you are interested in joining, keeping in mind that the listserv is NOT operating yet, send email to either Sarah or Marilyn (addresses below).

A more immediate need is a host site. If your institution could offer this service to the chapter, please contact either Sarah (swenzel@bu.edu) or Marilyn (msteinbe@lynx.neu.edu).

We are looking for an academic institution and the ability for remote access for the moderator.

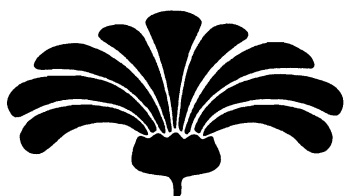
Information Technology: Newest Chapter Interest Group

A CRL New England Chapter has approved the formation of an Information Technology Interest Group (ITIG) to address the issues and interests of members who implement, support, use, or train others in the use of information technology in libraries.

Many of the existing interest groups and special committees regularly incorporate information technology topics into their programs, so why form a separate Information Technology Interest Group? First, the ITIG can provide a forum for addressing those topics which may not readily find a home in one of the existing groups. Second, the ITIG can join forces with existing interest groups and special committees in planning IT-related programs. Third, ITIG can serve as a venue for learning from colleagues in other institutions. As we grapple with the challenges of IT, we can benefit by consulting with others who have already dealt with certain IT problems and issues.

ITIG program topics could include networking research databases, staff training on electronic resources, next generation integrated library systems, setting up a library technology help desk, and much more. Suggestions are welcome! ITIG members will have an opportunity to plan programs, as well as network with colleagues across institutions. All interested ACRL/NEC members are encouraged to join.

For more information, contact Julie Linden (jlinden@library.umass.edu or 413-577-2104).



BLIG Fall Program on Business Web Page Design

On November 12, the Business Librarians' Interest Group held their fall program at Northeastern University. The topic of the program was "Business Web Page Design."

Andrée Rathemacher, business librarian and Webmaster for the University of Rhode Island Libraries, spoke first on designing business-related Web pages in an academic library setting. Using the Web sites of Babson College, Bentley College, Bryant College, and the Baker Library of Harvard Business School as examples, she covered the content of academic library Web sites; design aspects including general design principles, graphics, and type; and the organization of Web sites including site structure, navigation tools, and page-level organization.

The second speaker was Kelly Belmonti, Director of Customer Support for Northern Light, a Web search engine that integrates an online library of over 5,300 full-text sources with the content of the World Wide Web. Kelly's talk focused on Web design for customers. She pointed out that the components of a customer-friendly site include good planning; a design that is unpretentious and pleasing to the eye; and a focus on the customer's needs. Kelly emphasized the crucial role beta testing plays in evaluating the quality of the site as it is being developed and in locating any possible problems that need to be addressed or features that need to be added or deleted before release. Lastly, she highlighted the importance of the site's developers listening to customer feedback and responding to their suggestions. Kelly suggested L.L. Bean, U.S. Bancorp, and Yahoo as examples of quality Web sites.

A total of about 20 people attended the program, including two students who said that they hadn't known the program was for a librarians' group. They had come thinking it was a general program on designing Web sites, but they commented that "it was really good anyway!"

—Andrée Rathemacher
University of Rhode Island
—Colleen Anderson
Bryant College



Program Announcement



"Management Styles - Do Men and Women Differ?"

And

Tours of the Pardee Management Library, Boston University

Cosponsored by
**Business Librarians' Interest Group and Women's Studies
Interest Group**

Friday - April 23, 1999, 9:30 - 12:30

B.U. School of Management - Executive Training Room
Boston University - Boston, MA

For more information contact Carol West - westca@nhc.edu

